

Wisconsin Clean Cities – Odyssey Event

I am very excited to be a part of today's National Alternative Fuel Vehicle's Odyssey Event. Promoting alternative fuels, such as ethanol, is a critical part of my job as Alice in Dairyland. I am very excited to drive an E85 FlexFuel Chevrolet Tahoe provided by the Wisconsin Corn Growers and General Motors. This vehicle is a great resource for promoting alternative fuels. I am frequently questioned about E85 fuel and usually cannot stop to fill the Tahoe up without being interrupted with questions, which is great! Today, I would like to commend Wisconsin Clean Cities and the various associations involved for supporting the drive to promote alternative fuel vehicles.

Living in the United States, people expect a certain amount of choices. With alternative fuels rapidly becoming the best economical and environmentally friendly choices for consumers, they will choose wisely. The people of the United States can choose from an extensive variety of alternative fuels such as ethanol, bio-diesel, natural gas, electric-hybrids, and propane. All of these options provide numerous benefits. We need to make people more aware of these positive choices. Alternative fuels are cleaner burning,

domestically produced, environmentally friendly, low-cost, and a great option to alleviate our dependence on foreign oil.

Ethanol is an alternative fuel that is becoming more recognized by the general public. The option that consumers have to purchase E85 fuel for their Flex Fuel vehicles is vital to agriculture and the Wisconsin economy. Consumers have a variety of reasons for choosing ethanol based fuels. These fuels are environmentally friendly, often cost less than gasoline, have a higher octane and attribute to better vehicle performance. However, the most important benefits that come from the fuel are that it creates jobs for Wisconsin residents and provides a great market for our corn growers. This market keeps our agricultural industry strong and keeps money within the borders of our state. For every dollar you put into a gallon of gasoline, only twelve cents stays in the state of Wisconsin. However, for every dollar you put into a gallon of E85, seventy cents stays in Wisconsin. E85 has a huge impact on our state's economy! Alternative fuels like ethanol and bio-diesel enable Wisconsin to find fuel from its backyard and not foreign countries.

Agriculture is extremely important to Wisconsin. It accounts for \$51.5 billion each year in economic activity, making it a backbone industry within

our state. Advancements in the industry are vital to Wisconsin's agricultural and economic development.

I am working hard as Alice in Dairyland to educate consumers that they have choices when it comes to fueling up. They are learning that there are vehicles out there that are capable of running on alternative fuels, such as E85. Once they acquire vehicles, such as Flex Fuel Vehicles or FFV's, I am diligently trying to make sure they are aware of pump locations around the state so that they may utilize this amazing fuel! Currently, we have 55 E85 pump locations spread around the state of Wisconsin with 5 operational ethanol plants producing ethanol. Hopefully by next year there will be over 100 stations with E85 pumps spread across the state. It is promising that right now we have a waiting list of stations working to install E85 pumps. It is all about providing consumers with choices. If they have choices and factual data they will choose wisely to support their local Wisconsin economy and agriculture industry.

It is imperative that we all work hard to continually educate consumers about the alternative fuel vehicle choices they have. It does not matter which choice we promote, but that we give people choices. Currently,

ethanol is a major priority for the state of Wisconsin from a policy perspective. The state understands that it is imperative to provide citizens with choices that will better the future of our environment and world. We cannot just teach people about the fuels, we need to educate them as intricately as possible about where they can make appropriate vehicle purchases and where to find the fuels. This will help us get the general public excited about alternative fuels.

Thank you again the Wisconsin Clean Cities and all of its partnering organizations for putting on this fantastic event. Promoting alternative fuels will help us utilize the power in Wisconsin's backyard!